

University of Texas  
Publications

**THE UNIVERSITY OF TEXAS BULLETIN**

No. 3513: April 1, 1935

**THE SCHOOL OF BUSINESS ADMINISTRATION**

The School of Business Administration was created in 1922, the outgrowth of the work in business administration begun in the fall of 1912 in the College of Arts and Sciences. The degree of Bachelor of Business Administration was first offered in the session of 1916-1917.

**Social Responsibility for the Conduct of Business**

It is the objective of the School of Business Administration to provide professional training for prospective business men and women which should improve their efficiency as employee, employer, and citizen. A well-rounded professional education should equip the business school graduate with a broad background of general factual information, an appreciation of business principles and the practices of the most efficient companies, some skill in the use of necessary business tools, the ability to think and to apply general principles to practical everyday problems, and a clear-cut sense of social responsibility for the conduct of business.

With these specific objects in view, the curriculum of the School of Business Administration has been carefully shaped. The required courses have been planned and selected so as to provide the student with the desired background of factual information enabling him to see and to appraise individual situations from the proper perspective. Specialized courses provide training in the efficient recording of business accounts, in analyzing and interpreting business statistics, and in the effective use of the English language. The analysis of many practical problems develops the ability to think, to appraise, and to reach sound judgments. Throughout the curriculum, emphasis is constantly placed on the social responsibilities of the business man and upon the need for adopting and following a proper code of business ethics.

## **Opportunities of Achieving Success**

So far as is possible, teaching methods and extracurricular activities have been developed which will tend to bring out desirable personality traits in students, without which true business leadership is impossible. Professional business education cannot, of course, guarantee business success to every student, for too much depends on the individual and on chance, but it should provide for all students greater opportunities of achieving success and realizing a socially useful business career.

Programs of study are available in:

Accounting	Hotel Administration
Banking and Finance	Insurance and Real Estate
Business Statistics	Manufacturing
Commercial Teaching	Marketing and Retailing
Cotton Marketing	Public Utilities
Foreign Trade	Secretarial Training
Federal, State, and Municipal Service	

The work available is so organized as to lead to the degrees of Bachelor of Business Administration, Master of Business Administration, and Doctor of Philosophy.

There are opportunities for Texas-educated people in Texas. The business interests of the State are large and growing. The products of the farm and the ranch must be sold. Lumber and mining concerns are being operated and their products sold. Mercantile enterprises including export and import houses, the construction industry, and the increasing number of factories are further indications of the growing extent to which Texans are concerned with the problems of business. According to the latest U.S. census of Texas, while only 840,000 persons 10 years of age or over were employed in agriculture, more than 2,200,000 persons 10 years of age or over were gainfully employed in other pursuits.

## **Facilities for Study and Research**

Waggener Hall, completed in 1931, houses the School and the Bureau of Business Research. Besides classrooms and offices, there are four accounting laboratories, a typewriting laboratory, a visual instruction room, a statistical laboratory, and a suite of statistical research rooms, all suitably equipped with sufficient business machines to accommodate even large classes of students. The loca-

tion of Waggener Hall, its system of ventilation, and its 50-inch electric ceiling fans, one to eight to the room, make even summer work comfortable.

In the winter of 1935 a business administration library was opened on the first floor of the new library building. The facilities of this room, the entire general Library, and other libraries on the campus and in the Capitol are available to students.

### **Shall Opportunity for Texas Youth Be Deflated?**

Texas' young people have a right to obtain here in Texas as fine an education in business as they can get by leaving the State. Texas is the campus of The University of Texas. It reaches and attracts students from every section of the State. For ten persons who enter agriculture, thirty-five engage in some other calling. Their opportunity for the kind of business education they deserve is being jeopardized.

Last year three of the strong faculty members of the School of Business Administration left to accept positions paying about twice the salaries received here. Recent salary cuts of 25 to 30 per cent with a rapidly rising cost of living will produce additional resignations. New appointees will necessarily be men of less ability. Furthermore, the gain of 22 per cent in the number of students has made insufficient appropriations even more inadequate. It is the students who suffer (this year there are 977 business students—543 sophomore and 434 juniors and seniors). Is it statesmanlike to continue to deflate educational opportunities for youth when so many billions of dollars are being spent to inflate other activities?

### **Gifts that Would Help**

Single gifts of \$15,000 to establish fellowships to be awarded to exceptional students who need the aid.

Single gifts of \$30,000; each to provide an annual addition of \$1000 to the salary of a man whom the State might otherwise lose.

One hundred thousand dollars to endow the Business Library.

Single gifts of \$250,000 to endow distinguished professorships.

One million dollars to endow business research; or some part thereof to provide for a phase of research in business.

## Able Faculty Has Been Assembled

Thanks to the previous salary scale the University gathered a business faculty many of whom became officials (four, presidents) of national organizations of business educators. Seven are authors of books; each one has written for business or other technical publications; most of them have spoken before local, state or national meetings.

### Faculty of Business Administration

James Anderson Fitzgerald, Ph.D., *Professor of Banking and Insurance; Dean of the School of Business Administration.*

Alonzo Bettis Cox, Ph.D., *Professor of Cotton Marketing.*

Edward Karl McGinnis, B.A., J.D., *Professor of Business Law and Real Estate.*

Ambrose Paré Winston, Ph.D., *Professor of International Trade.*

Chester Frederic Lay, Ed.B., Ph.D., C.P.A., *Professor of Accounting and Management.*

George Hillis Newlove, Ph.D., C.P.A., *Professor of Accounting.*

\*Wilford Lenfestey White, B.A., D.C.S., *Professor of Marketing.*

Carroll Day Simmons, M.B.A., C.P.A., *Professor of Business Statistics; Investment Officer.*

Everett Grant Smith, B.S., M.B.A., *Associate Professor of Marketing.*

\*Charles Aubrey Smith, M.B.A., Ph.D., C.M.A., C.P.A., *Associate Professor of Accounting.*

James Clay Dolley, Ph.D., *Associate Professor of Banking and Investments.*

Frederick Knowlton Hardy, Ph.D., M.B.A., *Associate Professor of Marketing.*

Florence Mae Stullken, B.A., M.B.A., *Adjunct Professor of Business Administration; Secretary of the Faculty.*

William Paxton Boyd, M.A., *Adjunct Professor of Business Administration.*

Leo Guy Blackstock, B.A., M.B.A., LL.B., *Adjunct Professor of Business Administration.*

Leo Cecil Haynes, B.S., M.B.A., *Instructor in Business Administration; Secretary of the Board of Regents.*

Henry Albert Handrick, B.A., B.B.A., M.S., *Instructor in Business Administration.*

John Arch White, M.B.A., *Instructor in Business Administration.*

Cecil Herbert Fewell, M.B.A., *Instructor in Business Administration.*

William Frank Pokorny, M.B.A., *Instructor in Business Administration.*

Fladger Freeman Tannery, B.B.A., *Instructor in Business Administration.*

### Bureau of Business Research Staff

Alonzo Bettis Cox, Ph.D., *Director of the Bureau of Business Research.*

Frederick Anthony Buechel, Ph.D., *Assistant Director and Statistician in the Bureau of Business Research.*

Elmer Harrison Johnson, Ph.M., *Industrial Geographer in the Bureau of Business Research.*

Dudley P. South, B.A., *Industrial Engineer in the Bureau of Business Research.*

### The Bureau of Business Research

#### Importance of Business Research

The Bureau of Business Research of The University of Texas is a research and service institution. It was authorized by the Board of

\*On leave for the year 1934-1935.

Regents of the University in 1926. There are similar organizations in all the leading state universities and a number of the leading endowed universities such as Harvard, Chicago, Leland Stanford, and New York University.

There are two fields of research of vital importance for Texas recovery and future development. They are Business Research and Agricultural Research. People are generally familiar with the purposes and methods of agricultural research as carried on by the agricultural experiment stations. Business Research, on the other hand, is comparatively new and undeveloped in this section of the country.

### **The Part of Business Research in Texas Recovery**

Business research has been greatly neglected in Texas in the past but must play a more important role from now on if the State is to grow and prosper as it should. This is true because the future prosperity and development of Texas lies along the road of industrialization. The article of Governor Allred in the January issue of *Manufacturers' Record*, entitled "The Industrial Frontier of Texas," is a clear-cut statement of the trend of development in Texas.

### **Functions of Business Research**

Stated in briefest outline, the purposes of business research are: (1) to summarize and analyze data on the quantity and quality of natural resources, population characteristics, markets, and resources of the State to determine potentialities and trends of development; (2) to analyze the factors of economic availability concerning Texas resources in the light of basic economic trends so that the comparative advantages Texas has in the production and marketing of certain well defined groups of products may be more thoroughly understood and more widely appreciated; (3) to coöperate with industries and trade groups in the State in the collection and analysis of necessary and basic data pertaining to the operation of the respective industries and trade groups; (4) to make available a wide array of essential information, systematically classified, concerning Texas products to aid in building up commercial contacts between Texas industries and markets, sales organizations and other interested groups both in Texas and outside

the State; (5) to promulgate a wider appreciation of Texas possibilities, and to help create an industrial-mindedness, as well as a feeling of responsibility on the part of Texas people by making available to the public, to the schools and to the press pertinent and significant information as to Texas resources and advantages as expressed in current developments as well as trends in the larger swings of agricultural tendencies and industrial utilization.

#### **Bureau Handicapped by Declining Budget**

It is evident that to develop a program like this it is necessary to have a staff of highly specialized men. The Bureau of Business Research has some second to none in their fields. However, it is decidedly under-manned and under-financed. The income of the Bureau was cut in the 1933-35 budget from \$30,000 to \$10,000 a year. This necessitated our dropping our industrial analyst, marketing specialist, and accountant. Moreover, the Bureau has not had money to publish its findings during the past two years. There has not been enough money to hire a sufficient number of stenographers, statistical clerks, and draftsmen to use the present Bureau staff, though reduced considerably, to best advantage.

In order to preserve the continuity of some of our data, trade associations during the past two years have supplemented our budgets temporarily; also the Relief Commission has furnished some assistance and we have received some from the F.E.R.A. These sources cannot and should not be relied on to furnish any large part of the financing of the Bureau. Prior to the present biennium, the state appropriation for the Bureau of Business Research was \$20,000 per annum. It will be noted, therefore, that the Bureau budget was cut 50 per cent, whereas the general intention of the Legislature was to cut it from 25 per cent to 30 per cent. This was especially hard on the Bureau because funds which had been received from the Rockefeller Foundation were discontinued with the beginning of this biennium. The net result has been that the funds of the Bureau of Business Research have been cut approximately  $66\frac{2}{3}$  per cent. We believe that the severity of this cut was possibly not understood by the Legislature.

#### **Clearing House for Statistical Data**

Recently representatives of the leading trade associations, industrial organizations, newspapers, and educational institutions of

the State met here and requested that the Bureau of Business Research undertake the responsibility of serving as a central clearing house for statistical data. We are sorry to say it is impossible for the Bureau to undertake that job without an increase of appropriations. This is only one of a number of avenues of services opened to the Bureau in recent months which would mean much for the State if the Bureau only had money to go ahead.

State planning cannot proceed far and satisfactorily without the collection and analysis of business data as already planned by the Bureau of Business Research.

### **Types of Bureau Services**

It is impossible to estimate the value to the State of a properly functioning business research organization. There are many very tangible evidences, however, of results which may be cited to indicate the broad and varied services of the Bureau. This organization collects and releases each month a large amount of statistical data which find their way through news releases into over 400 newspapers in the State. The total monthly lineage averages 1800 inches.

The Bureau's monthly services worked out with the Bureau of Labor Statistics, giving monthly employment and payrolls in Texas, renders an appreciated, valuable service each month to over 2,500 leading business firms in Texas.

The value to the retail merchants and credit men of the State of the Bureau's monthly reports on retail sales and credit together with related information is recognized by the fact that the clerical expenses and cost of publication of the *Texas Business Review* are partly defrayed by funds received from the retail establishments which coöperate with the Bureau. In a similar manner, the clerical help in compiling cotton reports and automobile reports is financed by the trade groups immediately concerned.

Monthly reports on the marketings of livestock, poultry, and eggs, and dairy products by the Bureau are the only authentic source of information on the marketing of these important commodities, and the data are widely quoted by the press and trade journals, both within and outside the State.

## **Directory of Texas Manufacturers**

A Directory of Texas Manufacturing Establishments, containing a list of the firms arranged alphabetically by cities and also by products was prepared by the Bureau in 1933 and is now being revised and brought up to date. We have received reports from hundreds of business men and chambers of commerce officials commending the Bureau for the comprehensiveness and accuracy of the directory. Many of them state that they make daily use of the directory, and a number of the larger firms have purchased several copies for distribution among their branches or departments.

A monograph is in preparation which will answer many questions and analyze the importance of the oil and gas industry to the future industrial development of Texas. The completion and publication of this study is extremely important to Texas.

### **Necessity of More Money**

Notwithstanding the high esteem and dependence many business firms, newspapers, and others are putting in the service of the Bureau, it cannot maintain even its present standard of efficiency unless its budget is increased. The work is piling up so that members of the staff are constantly working overtime at relatively low salaries. If the Bureau should lose the key members of its staff now, it would be impossible to carry on at the present level with entirely new workers.

**PUBLISHED BY THE UNIVERSITY FOUR TIMES A MONTH AND ENTERED AS  
SECOND-CLASS MATTER AT THE POSTOFFICE AT AUSTIN, TEXAS,  
UNDER THE ACT OF AUGUST 24, 1912**